

Why Associations and Non-Profits Choose Cvent?

WHAT SETS CVENT APART

Event technology has transformed the industry and how organizations manage and execute their meetings and events.

The right event technology partner will help your teams execute more efficiently, improve member and donor satisfaction, and deliver measurable results. But not all solutions are created equal.

For over 24 years, here's why over 4,400 associations and non-profits of all sizes choose Cvent time and time again:

- 1 One platform to handle the entire event lifecycle
- 2 Run any and every event you can imagine
- 3 Integrated event marketing power
- 4 Personalized, tailored registration experiences
- 5 Next-level audience engagement
- 6 Robust integrations with business-critical systems
- 7 Unparalleled data security and privacy
- 8 In-depth training to ensure success
- 9 World-class, award-winning customer support
- 10 A stable, proven partner to grow and scale with

6,200,000+

EVENTS MANAGED

338,000+

ACTIVE USERS

22,000+

CUSTOMERS IN OVER 100 COUNTRIES

1,500+

CUSTOMER SUPPORT STAFF

1,300+

TECHNOLOGY STAFF

24 YEARS

OF EXPERIENCE

1 PLATFORM

1. ONE PLATFORM TO HANDLE THE ENTIRE EVENT LIFECYCLE

The Cvent Event Marketing and Management Platform helps you manage the entire event lifecycle, while giving you the data and insights you need to maximize their value.

You'll have one platform to plan your event, promote it to reach the right audiences, create engaging in-person and virtual event experiences, and capture and act on your attendees' interests.

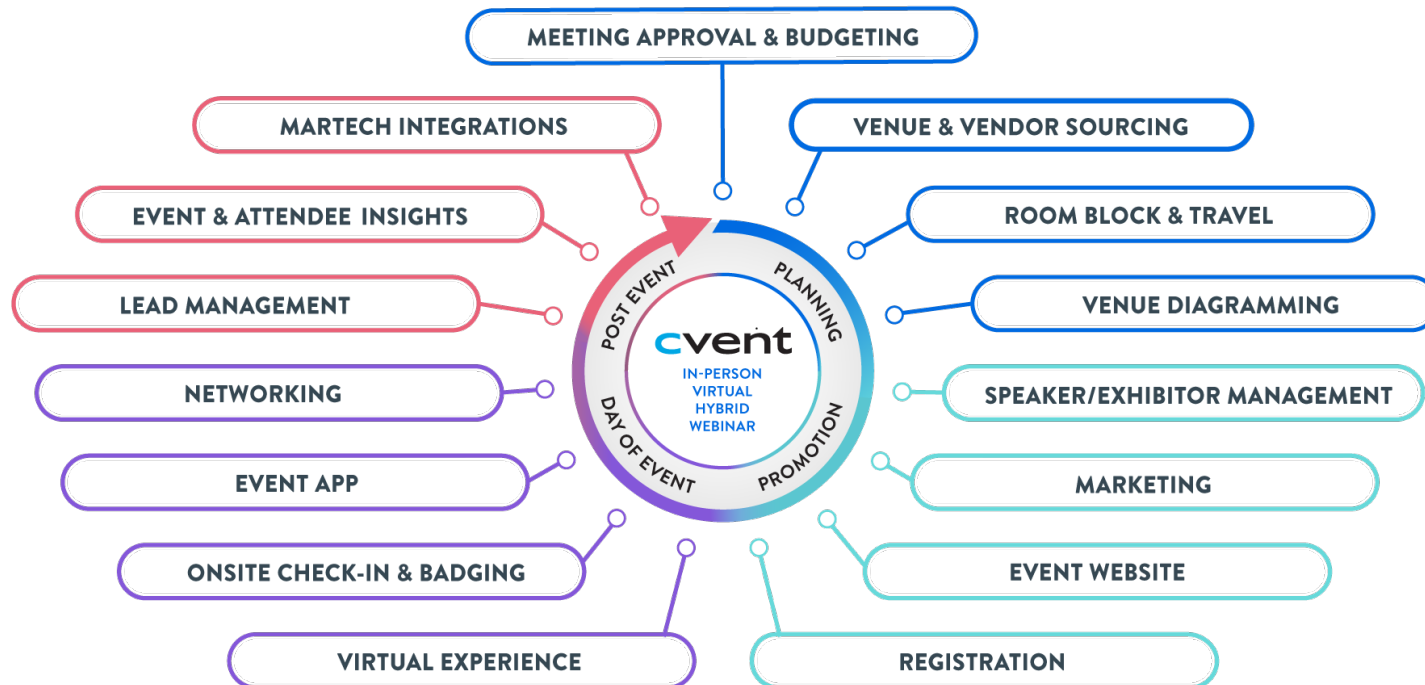
As a global leader in event technology, Cvent is positioned to manage events of all shapes, sizes, and complexities. You can start anywhere, and Cvent will grow with you over time as your meetings and events evolve.

Our experience really proved to us the value of using Cvent and its platform for the stability and the ability to house everything in one place. Whatever we put into the Event Management portion of the event just seamlessly ran into the Attendee Hub, so it's very convenient. Being fully integrated and Cvent native is such a huge benefit.

Tanya Nieto-Winzey
Event Platform Manager

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[Learn more about YPO's story](#)



2. RUN ANY AND EVERY EVENT YOU CAN IMAGINE

Every organization's total event program - and its needs - is unique. We've built our platform with this in mind, enabling you to deliver events in any format to reach and engage all audiences:

- **In-person events:** Enable deeper connections at your in-person event of any size
- **Virtual events:** Captivate a larger audience with engaging, immersive experiences
- **Hybrid events:** Optimize the attendee experience across all audiences
- **Webinars:** Host easy, powerful webinars with built-in engagement features

We've also intentionally built our platform to support ALL meetings and events across your organization:

- Member meetings and conferences
- Continued education courses and events
- Trade shows
- Fundraisers and galas
- Volunteer trainings
- Events across departments and chapters
- Events across all regions worldwide

In terms of building community and wanting to have accessibility across our communities, the AMA finds that hybrid events are an integral part of our infrastructure moving forward. Cvent is able to scale with us as we grow our event program... It really is the ease of use on the backend for our internal AMA team, for our sponsors and speakers, and of course, on the front and most important end, our event attendees.

Julie Schnidman

Vice President of Alliances

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Learn more about the American Marketing Association's story

The image displays two screenshots of the NAEP Annual Conference registration interface. The left screenshot shows the main event page with the NAEP logo, event title 'NAEP ANNUAL CONFERENCE', dates 'MARCH 15-16 | DALLAS, TX', and a call to action 'JOIN IN PERSON OR VIRTUALLY!'. It includes buttons for 'Attend In-Person', 'Attend Virtually', and 'Login to Attendee Hub'. The right screenshot shows the 'Personal Information' registration form, which includes fields for 'Registration Type', 'First Name', 'Last Name', 'Email Address', 'Mobile', 'Company/Organization', and 'Title'. It also features a 'Profile Image' upload button and a checkbox for 'I'm registering on behalf of this person'.

3. INTEGRATED EVENT MARKETING POWER

Cvent provides all the tools you need to reach, attract, and convert your global audiences

Event Websites

Use our built-in site designer to easily create branded, professional event websites that turn visitors into registrants.

Event Promotion

Send targeted, personalized, and automated emails to engage your audiences, boost response rates, and drive attendance.

4. PERSONALIZED, TAILORED REGISTRATION EXPERIENCES

Registration

Create unique registration experiences that are highly relevant to your distinct audiences to drive registration completion and capture the right details from each invitee.

Secure Payment Processing

Have a reliable and straightforward solution to collect event fees, automate refunds, and get easy access to your payments.

Registration Tracking

Understand where registrants are coming from and which marketing tactics are most successful using UTM parameters, code snippets, and Reference IDs.

The screenshot shows a registration form for the "CHICAGO AFFILIATES NATIONAL CONVENTION" held from "SEP 28 - 30" in "CHICAGO, IL". The form is divided into two main sections: "Personal Information" and "Additional Information". The "Personal Information" section includes fields for "Registration Type", "First Name", "Last Name", "Email Address", "Mobile", "Company", and "Title". There is also a checkbox for "I'm registering on behalf of this person". Below these fields is a consent statement: "I give my consent for Chicago Affiliates to take photographs of me while onsite at their events and hereby grant permission for photographs to be used in marketing materials." with a checkbox for "I agree". The "Additional Information" section includes "Concentration/Area of Focus" with radio buttons for "Health" and "Education", and "Region" with radio buttons for "International" and "Mid-Atlantic". A progress bar at the top indicates the current step is "Personal Information" (1 of 5).

There is no way that we could deliver the number of events that we do in a year if we had to spend staff time manually entering registration data and all the other manual processes that we used to do!

Lori Kalscheuer
Director - Education

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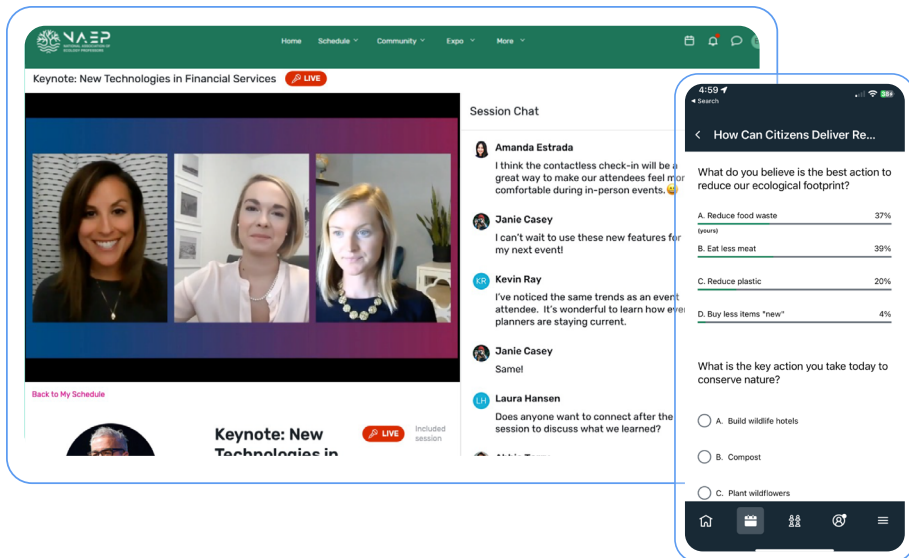
Learn more about the Wisconsin Bankers Association's story

5. NEXT-LEVEL AUDIENCE ENGAGEMENT

Deliver personalized event experiences that engage attendees and make your brand stand out, whether your audiences are joining you in person or virtually.

- Create a seamless onsite check-in and badging process
- Have a mobile event app to connect attendees to content, engagement tools, and each other
- Build immersive virtual experiences for remote attendees
- Facilitate meetings between attendees to foster relationships
- Extend the life of your events by showcasing your video content and cross-promoting your events

Capturing and scoring these engagement points will help you deeply understand your attendees' interests, what they care about, and how to best follow up with them.



6. ROBUST INTEGRATIONS WITH BUSINESS-CRITICAL SYSTEMS

To get more of your event tech, it needs to work with the other systems you rely on to manage your business. You may be an event organizer managing registrations, a marketer proving event ROI, or an IT professional building out your company infrastructure.

Integrating Cvent with your tech stack enables improved reporting and deeper, more actionable insights that will help you make better data-driven decisions. We offer several options, so you can connect with virtually any system for seamless data integration.



The integration with Salesforce is really important... We call it our source of truth, and it's where we capture all of the data on all of our members.

Krista Gibson
Chief Marketing Officer

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Learn more about the Women's
Foodservice Forum's story

7. UNPARALLELED DATA SECURITY AND PRIVACY

Safeguarding your data and information is one of our highest priorities. We take measures beyond just compliance to protect the confidentiality, integrity, and availability of our information systems and customer information.

We keep your data private and protected, we preserve your data, so it remains uncorrupted and unaltered, and we only give timely access to data or systems to authorized persons.

There are five key areas that we focus on to cover potential risks, ensure that our solutions and customer data are secure, and that there will be little to no delay in business operations should a problem occur:



RISK MANAGEMENT
AND COMPLIANCE



DATA
PROTECTION



SECURITY
OPERATIONS



BUSINESS CONTINUITY
MANAGEMENT



CLOUD PLATFORM AND
PRODUCT SECURITY

8. IN-DEPTH TRAINING TO ENSURE SUCCESS

We'll provide all the resources you need to not only get trained and launch your first event, but to ensure your ongoing success too:

- **Knowledge Base:** Learn with how-to articles and guides, video tutorials, educational content, and more
- **Trainings:** Access our library of training courses to learn the skills you need to support any and every event you have
- **Certifications:** Become Cvent certified to demonstrate your product and industry knowledge and help you navigate the evolving event landscape
- **Customer Events:** Get trained, learn best practices, and connect with Cvent users our annual Cvent CONNECT conference, our regional Customer Success Groups, and more

I was impressed by the Cvent Community and the Cvent training modules, and I jumped in instantly... I knew this was going to be great for the team so I started training and I was just so amazed at how many resources you can find.

Jenna Lynn Warner

Professional Development Coordinator

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[Learn more about Georgia Bankers Association's story](#)

9. WORLD-CLASS, AWARD-WINNING CUSTOMER SUPPORT

We're committed to your long-term success. Our award-winning Client Services team, support channels, and Professional Services offerings continue to grow and improve to meet your needs:

- **Onboarding:** We'll guide you through onboarding, so you can hit the ground running with your first event. We'll help get you fully trained and make sure you're armed with all your ongoing support resources.
- **24/7 Customer Support:** Reach us by phone, chat, or through opening a case around the clock, whenever you need us most.
- **Cvent Community:** Have a go-to hub to maximize your success, with product trainings, how-to articles and guides, educational content, and access to our Cvent experts and fellow customers.
- **Professional Services:** If you need additional support, we offer a range of Professional Services led by our experts - with deep product and industry knowledge - to set you up for success.



Our dedicated support team always finds a way, and that is something that is quite special with Cvent because what they're doing is amazing.

Kathleen Guilbert

Program Director

Learn more about United Federation of Teachers' story

10. A STABLE, PROVEN PARTNER TO GROW AND SCALE WITH

As a global leader in event technology since our founding in 1999, Cvent powers meetings, events, and webinars for organizations of all sizes and in all industries.

We're a proven partner that can handle our customers' event needs both now and in the long-term. We'll continually invest in product innovation and development and strive to always provide the support that our customers need. We have the resources to keep delivering value year after year.

We understand the impact of your meetings and events and the importance of having the right event technology partner. We're confident that Cvent offers an unparalleled value proposition. Let's see what we can do for your meetings and events.

One of the main points to our leadership when we adopted Cvent was it was so valuable because it was savings so much money in terms of time. The time savings were huge and I think it became clear that these were the tools we needed to effectively do our job.

Laura Moore
Program Manager

Learn more about Suwanee River Area
Health Education Center's story

Why Cvent?

- Deep industry knowledge and expertise
- Platform depth and breadth to support the full event lifecycle of all your events
- A vision for the future, with the technology resources to execute
- The resources to support you and invest in your long-term success
- Stability and a proven track record
- A commitment to high data security and privacy standards





Cvent is the global meeting, event, travel, and hospitality technology leader.

Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all sizes. We help organizations plan and market events, execute onsite, engage audiences, and measure and analyze results.

[Learn More](#)

